

India – Maharashtra

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The India – Maharashtra GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components India could include in a comprehensive tobacco control program.

The India – Maharashtra GYTS was a school-based survey of students in standards 8-10, conducted in 2000. A two-stage

cluster sample design was used to produce representative data for all of Maharashtra. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 78.6%, and the overall response rate was 78.6%. A total of 2356 students participated in the India – Maharashtra GYTS.

Prevalence

- 10.7% of students had ever smoked cigarettes (Male = 10.2%, Female = 9.6%)
- 12.9% currently use any tobacco product (Male = 13.2%, Female = 11.1%)
- 3.9% currently smoke cigarettes (Male = 3.0%, Female = 4.2%)
- 10.1% currently use other tobacco products (Male = 11.3%, Female = 7.7%)
- 13.7% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 43.5% think boys and 27.6% think girls who smoke or chew tobacco have more friends
- 49.3% think boys and 37.8% think girls who smoke or chew tobacco look more attractive

Access and Availability - Current Smokers *

Environmental Tobacco Smoke

- 31.1% live in homes where others smoke
- 41.8% are around others who smoke in places outside their home
- 88.4% think smoking should be banned from public places
- 56.2% think smoke from others is harmful to them
- 42.8% have one or more parents who smoke, chew or apply tobacco
- 17.4% have most or all friends who smoke

Cessation - Current Smokers *

Media and Advertising

- 85.3% saw anti-smoking media messages, in the past 30 days
- 85.3% saw pro-cigarette ads on billboards, in the past 30 days
- 73.7% saw pro-cigarette ads in newspapers and magazines, in the past 30 days
- 19.4% have an object with a cigarette brand logo
- 15.1% were offered free cigarettes by a tobacco company representative

School

- 64.8% had been taught in class during the past year about the dangers of smoking
- 50.2% had discussed in class during the past year reasons why people their age smoke
- 67.3% had been taught in class during the past year the effects of tobacco use

* less than 35 current smokers

Highlights

- 13% of students currently use any form of tobacco; 4% currently smoke cigarettes; 10% currently use other forms of tobacco.
- ETS exposure is high – 3 in 10 students live in homes where others smoke; 4 in 10 students are exposed to smoke in public places; 4 in 10 have parents who smoke, chew, or apply tobacco.
- Over half of students think smoke from others is harmful to them.
- Almost 9 in 10 students think smoking should be banned in public places.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; over 8 in 10 students saw pro-cigarette ads on billboards in the past 30 days; over 7 in 10 students saw pro-cigarette ads in newspapers and magazines in the past 30 days.